

Subject: Great American Clean Up Day and RecycLA Stars

From: Hilary Norton <hnorton@tpgre.com>

Date: 03/13/2018 12:25 PM

To: Brian Raboin <braboin@downtownla.com>, Suzanne Holley <sholley@downtownla.com>, Rena Leddy <rena@fashiondistrict.org>, Andrew Thomas <andrew@thewestwoodvillage.com>, Elisabeth Cutler <ecutler@downtownla.com>

CC: Shellie Campbell <shellie.campbell@sbcglobal.net>

Good afternoon, everyone!

Thank you for all of the work that you have done with LASAN and the recycLA program to ensure that we meet our goals for recycling and landfill diversion!

To that end, I was wondering whether your BIDs are celebrating [Great American Clean-Up Day](#) on Tuesday, March 20th?

If you are, LASAN would love to support your efforts with media coverage and recognition of the great work your BID does! Please let me know if you are planning to celebrate this focus on keeping America clean.

Even if you are not doing a formal event, we would also love to highlight the invaluable work that BIDs do to pick up trash and keep Los Angeles clean! Could you update us with how many tons of trash and recyclables each of your BIDs collect each year?

In addition, as we mentioned at our last Green Ribbon Council meeting, LASAN is launching our RecycLA Stars program, to recognize businesses and buildings that are making huge strides in recycling and landfill diversion, especially food rescue.

Attached above are the window decals we will present, as well as certificates from the City, to those businesses that qualify as recycLA stars.

Please let me know if you have any potential recycLA Star candidates in mind, and I will work with you and their RSP to award them at their wonderful level of achievement – Green, Silver, Gold and Platinum. Of course, we will also recognize your BID for nominating them!

I look forward to working with you on these two important projects!

If you have any questions, please do not hesitate to e-mail me or call me.

Warm regards,

Hilary Norton
Consultant to the RecycLA program
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—Attachments:—

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